



# Customer Journey Mapping for Business Improvement Training Course

1 – 5 February 2027  
Vienna

## Customer Journey Mapping for Business Improvement Training Course

**Ref:** 689\_152651 **Date:** 1 – 5 February 2027 **Location:** Vienna **Fees:** 5700 Euro

### Overview

Customer Journey Mapping for Business Improvement Training Course is a five-day practitioner course for customer experience specialists, service designers, journey analysts, improvement leads, and insight professionals who leave with a Journey Improvement Business Case. Participants scope evidence-based customer journeys, map journey stages and touchpoints, capture customer emotions and effort, expose failures and dependencies, prioritize opportunities, and design a measured future state. The course connects customer evidence to decisions. Agile Leaders Training Center presents customer journey mapping as an improvement discipline.

### Who Should Attend

- Professionals responsible for analyzing end-to-end customer journeys
- Service teams responsible for designing customer-facing improvements
- Insight specialists responsible for collecting and interpreting journey evidence
- Process improvement leads responsible for cross-functional service changes
- Managers responsible for prioritizing journey opportunities and ownership

The course assumes participants can access customer or service evidence and leaves out enterprise customer experience strategy, call-center interaction delivery, general service skills, and process mapping without a customer lens.

### Departments and Industries

The course supports departments and industries where customer outcomes depend on connected stages, touchpoints, and service dependencies.

- Customer experience, service design, and customer insight
- Operations, process improvement, and digital service teams
- Banking, insurance, and telecommunications
- Healthcare, utilities, and public services
- Retail, travel, and subscription services

### Learning Objectives

By the end of this course, participants will be able to:



- Analyze journey purpose, scope, personas, and customer jobs
- Build evidence-based maps of stages and touchpoints
- Evaluate customer actions, thoughts, emotions, and effort
- Diagnose failure points and backstage dependencies
- Prioritize opportunities and design a future-state journey
- Build a measured journey improvement business case

## **Course Agenda**

### **Day 1: Journey Scope and Evidence**

- Journey Purpose and Boundary Canvas
- Evidence-Based Persona Card
- Customer Job Statement Template
- Journey Research Evidence Grid
- Assumption and Evidence Separation Check

### **Day 2: Stages and Touchpoints**

- Journey Stage Definition Board
- Customer Action Timeline
- Touchpoint Inventory Matrix
- Channel Transition Record
- Moment-of-Truth Identification Guide

### **Day 3: Experience and Dependencies**

- Customer Thought and Emotion Curve
- Customer Effort Evidence Scale
- Failure Point Capture Card
- Frontstage and Backstage Dependency Map
- Cross-Functional Ownership Matrix

### **Day 4: Opportunities and Future State**

- Journey Opportunity Framing Sheet
- Impact and Evidence Priority Matrix
- Future-State Journey Blueprint
- Journey Measure Linkage Table
- Improvement Ownership Roadmap



## **Day 5: Journey Improvement Practice**

- Exercise: Scope a Journey and Validate Evidence
- Exercise: Map Stages, Touchpoints, and Experience Signals
- Exercise: Diagnose Failures and Service Dependencies
- Exercise: Prioritize Opportunities and Draft the Future State
- Capstone: Journey Improvement Business Case

## **Practical Exercises**

The course uses banking, healthcare, retail, and public-service journeys to test evidence and improvement choices.

- Suggested activity: distinguish observed journey evidence from team assumptions.
- Suggested activity: map customer actions, touchpoints, emotions, and effort across one service journey.
- Suggested activity: connect a failure point to frontstage and backstage dependencies.
- Suggested activity: rank opportunities and defend a future-state intervention with measures.

## **FAQs**

### **Who suits customer journey mapping training, and what does it assume?**

Professionals who analyze, design, improve, or govern customer journeys suit the training; it assumes access to customer or service evidence but no specialist background in enterprise customer experience strategy.

### **How does customer journey mapping differ from process mapping?**

Customer journey mapping organizes actions, thoughts, emotions, effort, and touchpoints from the customer's perspective, while process mapping primarily shows the sequence and control of internal work.

### **What evidence should support customer journey mapping?**

Customer journey mapping should use research observations, interviews, feedback, behavioral records, service data, complaints, and operational evidence relevant to the journey scope.

### **How are customer journey improvement opportunities prioritized?**

Opportunities are prioritized by comparing customer impact, strength of evidence, frequency, dependency, feasibility, ownership, and the measures that would show change.



## **What makes a future-state customer journey map actionable?**

A future-state map becomes actionable when it names changed touchpoints, enabling dependencies, owners, measures, assumptions, and the decisions required to move from the current state.

## **Conclusion**

Participants leave with a Journey Improvement Business Case containing scope, personas, customer jobs, evidence, stages, touchpoints, experience signals, failures, dependencies, prioritized opportunities, future-state changes, measures, and owners. The case makes journey decisions traceable to customer evidence. It helps teams coordinate improvements across functions.